GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1415
ANSWERED ON:02.03.2001
REVENUE FROM ADVERTISEMENT
CHANDRA NATH SINGH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether All India Radio and Doordarshan generate income through broadcast and telecast of advertisements;

(b) if so, the income generated during each of the last three years by the two organizations, separately, State-wise;

(c) the measures contemplated by the Government to boost the revenue of Doordarshan and all India Radio; and

(d) the expenditure incurred on the maintenance and renovation of the Centres during the said period separately?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) Yes, Sir.

(b) & (d) : Information is being collected and will be laid on the Table of the House.

(c) : Prasar Bharati has informed that they have initiated a number of steps, within the parameters of Public Broadcaster, to increase its revenue generation. The steps include adopting a proactive and market friendly approach towards producers, advertisers, advertising agencies and sponsoring bodies; functional autonomy to regional centres with regard to commercial matters; establishment of an in-house Marketing Wing in Mumbai to ensure effective marketing of programmes, etc.